



# Getting Started on Your Certification Journey

August 19, 2021



CERTIFICATION  
INSTITUTE

# What We'll Cover Today

- Basics of Certification and One vs. the Other
- Let's talk about Professional Development
- What's Needed for the Application
- How to Choose the Right Testing Window
- Common Study Paths
- Auditing Basics
- What to Consider in choosing Testing Options
- Preparation Options
- Open Questions



# POLL: Where are YOU on your journey?

A) I'm just exploring my options.

B) I'm committed to doing this later this year.

C) I've already registered and have a test date.

D) I'm just here for the cookies.



# Certification



**Eligibility**

**Recertification**

**Standardized Exam**

# What does earning the APTD mean?

- Has related TD experience
- Understands how TD strategies contribute to organizational success
- Can affect these aspects of learning solutions:
  - development
  - implementation
  - evaluation
- Emerging player in an organization's ability to achieve its goals and drive competitive advantage.



# What does earning the CPTD mean?

- Has direct TD experience
- Understands and can affect the value and impact employee learning & development strategies
- Can develop, implement, and evaluate learning solutions that impact an organization's ability to achieve its goals and drive competitive advantage.
- Serves as a partner in an organization's ability to achieve its goals and drive competitive advantage.



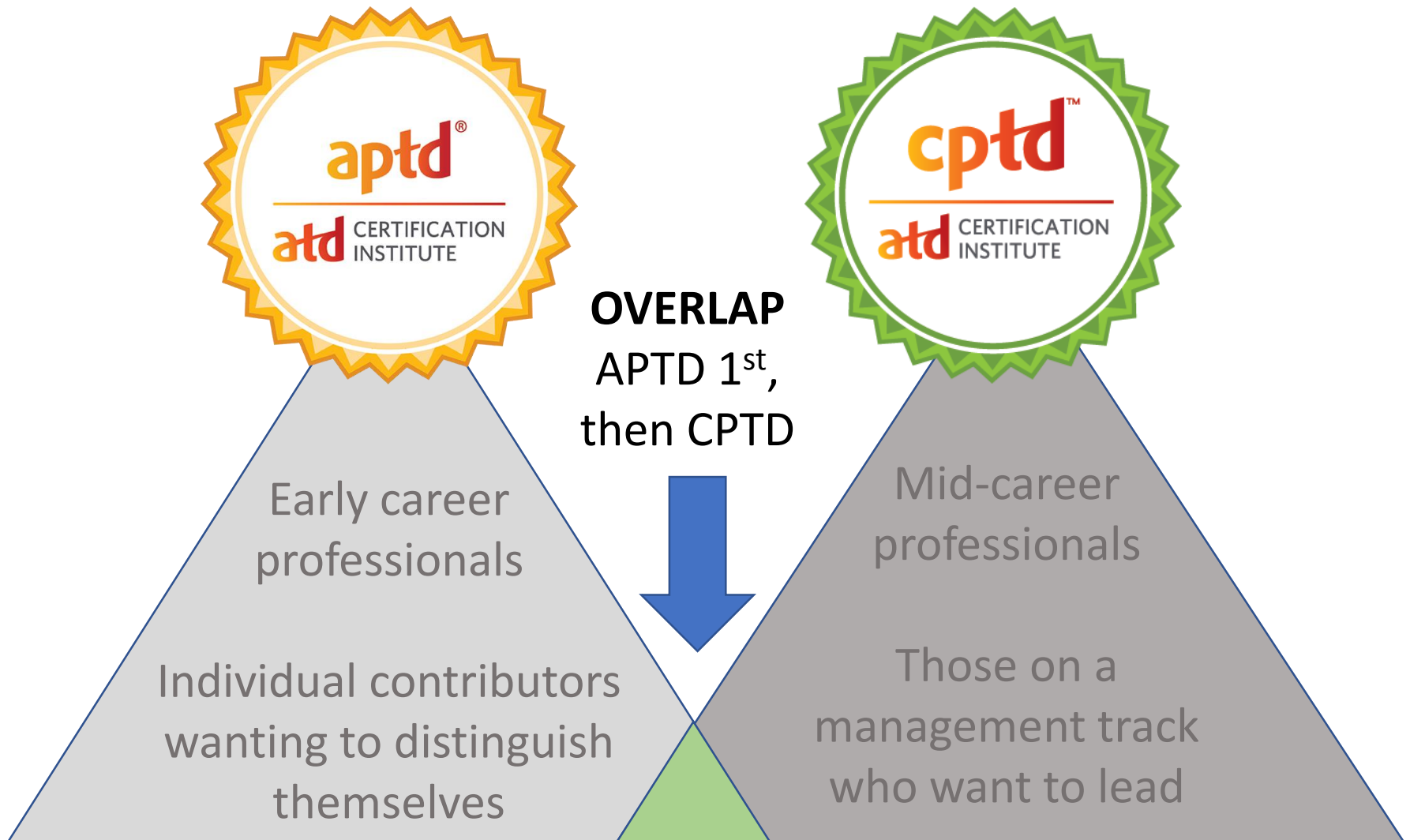


# Which certification is for me?





# Which certification is for me?



Professional  
Development



# Talent Development Capability Model



## Building **Personal** Capability

- Communication
- Emotional Intelligence & Decision-Making
- Collaboration & Leadership
- Cultural Awareness & Inclusion
- Project Management
- Compliance & Ethical Behavior
- Lifelong Learning



## Impacting **Organizational** Capability

- Business Insight
- Consulting & Business Partnering
- Organization Development & Culture
- Talent Strategy & Management
- Performance Improvement
- Change Management
- Data & Analytics
- Future Readiness



## Developing **Professional** Capability

- Learning Sciences
- Instructional Design
- Training Delivery & Facilitation
- Technology Application
- Knowledge Management
- Career & Leadership Development
- Coaching
- Evaluating Impact

# Capabilities Relevant to both **Work Experience** and **Professional Development**

## Eligibility Requirements



### Impacting **Organizational** Capability

Business Insight  
Consulting & Business Partnering  
Organization Development & Culture  
Talent Strategy & Management  
Performance Improvement  
Change Management  
Data & Analytics  
Future Readiness

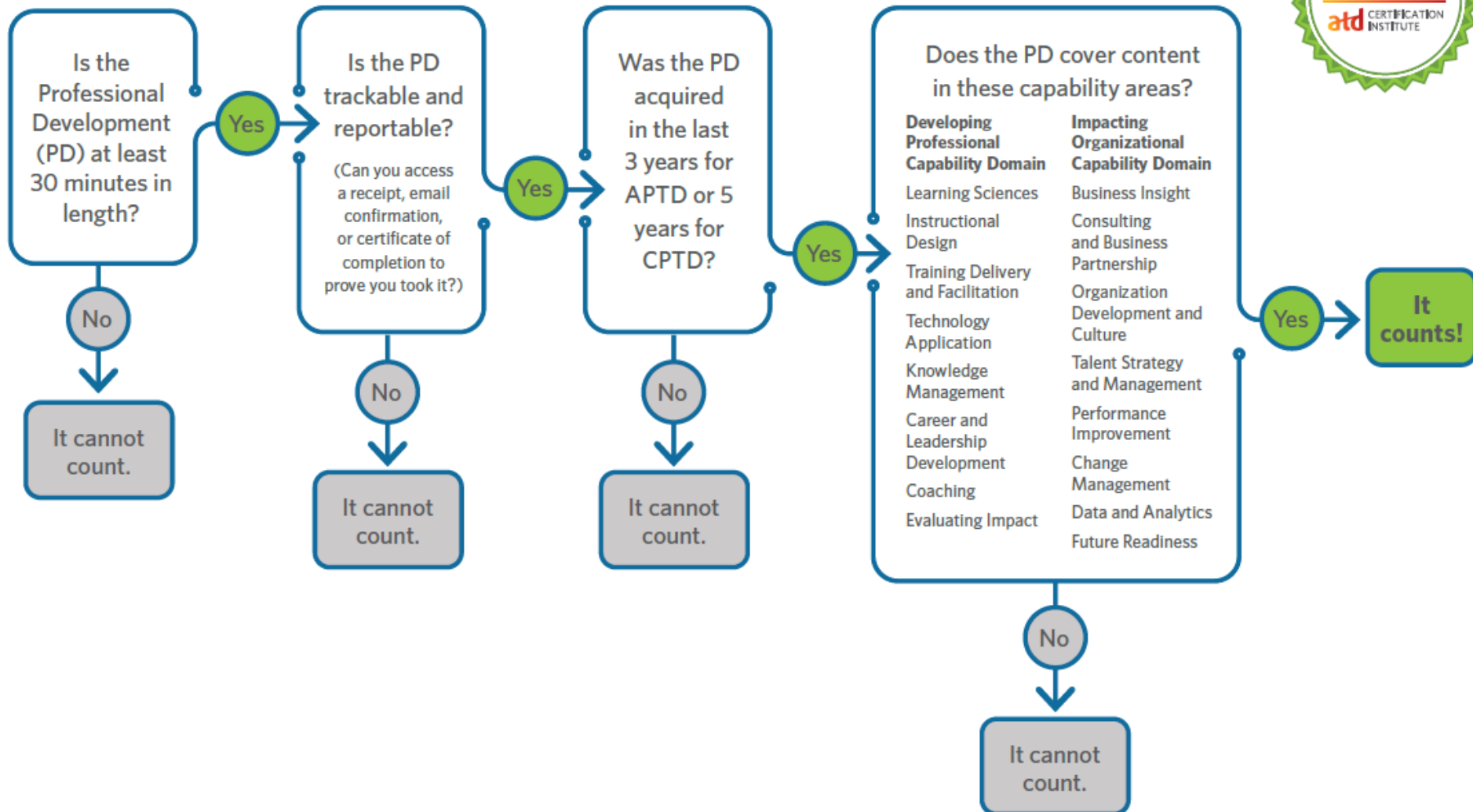


### Developing **Professional** Capability

Learning Sciences  
Instructional Design  
Training Delivery & Facilitation  
Technology Application  
Knowledge Management  
Career & Leadership Development  
Coaching  
Evaluating Impact

# Does It Count?

## A Guide for Professional Development Certification Eligibility



# What PD counts?

**A)** Sheila's undergrad college course in Adult Learning taken in Spring 2020.

**B)** An hour-long ATD Chapter session on using interesting visuals to engage learners she attended virtually in Fall 2021.





**C)** Sheila's SHRM-CP certification she earned in 2019.

**E)** Conference sessions Sheila attended at ATD's 2020 Annual Conference that relate to the organizational domain.

**D)** Sheila's work in creating a new virtual onboarding new staff course for her organization.


# What PD counts?

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You might think this counts, but it's under the Personal domain



Fred Pryor's "Developing Emotional Intelligence"

Emotional Intelligence & Decision Making

LinkedIn Learning's "Project Management Basics"

Project Management

ATD's "Writing for Readability" course

Communication


University Course on "Acting on Leadership Theories"


Collaboration and Leadership




# Application Information


## Certification Portal







 Home

CREDENTIALS


 Browse Credentials


INFORMATION

 Documents


 Messages

EXAMS

 Schedule Exam

 Results

RECERTIFICATION ACTIVITY

 Manage Activities

ATD Online Credential Management System

Candidate ID:

Notifications

close all

Welcome

Today

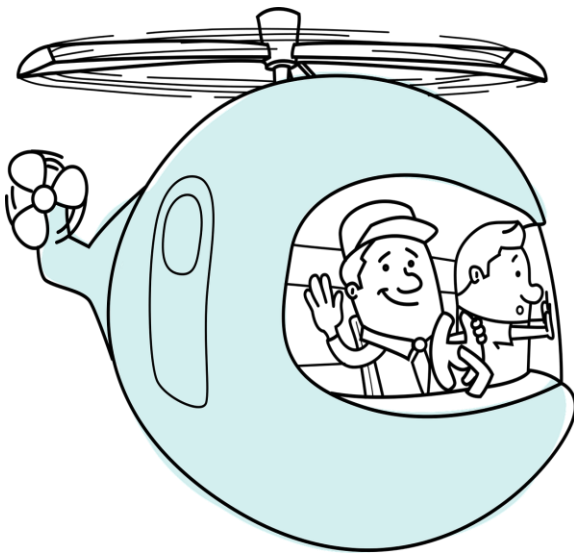
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Welcome to your ATD Certification Institute candidate portal. This is where you will manage your certification applications with the Association for Talent Development Certification Institute (ATD CI).

For **new** applicants, please browse for the credential you want to apply for by clicking on this notification box or selecting "Browse Credentials" from the menu.

For those already **certified**, click on "Manage Activities" from the menu on the left to add professional development activities toward your recertification requirements.

# Application Information



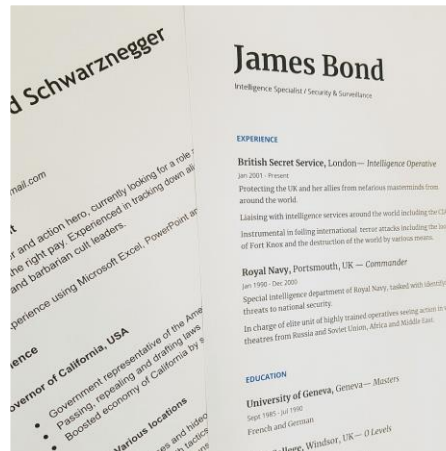
## Work Experience



## Professional Development



## Updated Resume/CV



## Desired Testing Window



# Choosing a Window



APTD is given in odd-numbered months.  
(January, March, May, July...)  
CPTD is given in even-numbered months.  
(February, April, June, August...)

Once you apply and pay, you have 18  
months of eligibility.

Each authorization is for 2 months of that  
exam's administration.  
For example, an authorization for the CPTD  
would be February & April.

Do not tempt fate and schedule on the last day  
of your authorization.

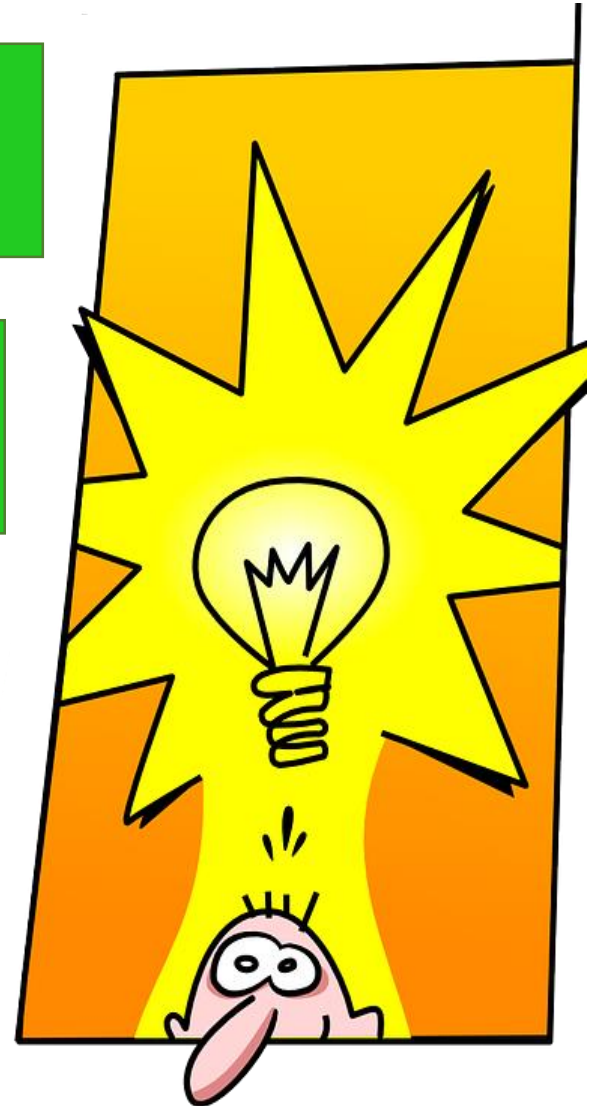
# Choosing a Window

Think about when you will be ready, given work schedules, home life, and any upcoming life events.

Consider your cohort— study buddies, colleagues going through the process, or your study group

ATD CI usually has windows open at least 1 year ahead of present day.

Choosing a window is important because you are locked into that window to test.



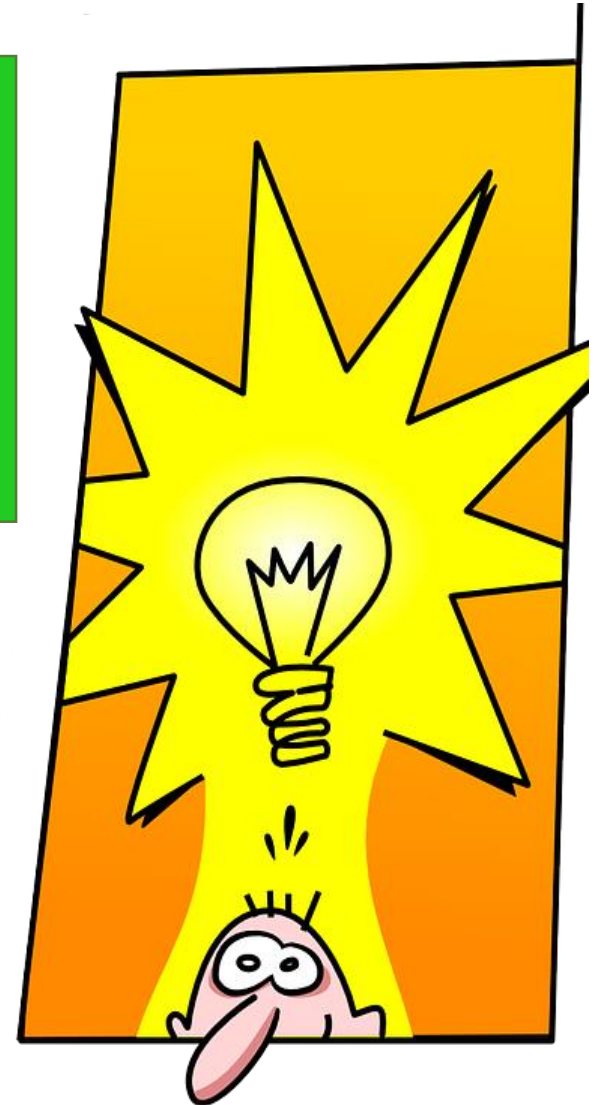
# Choosing a Window

On average, **APTD certificants** report that they spent between 60-80 hours studying for the exam.

The average **APTD candidate** applies and tests 45 days later.

On average, **CPTD certificants** report they spent between 80-120+ hours studying for the exam.

The average **CPTD candidate** applies and tests 3-4 months later.

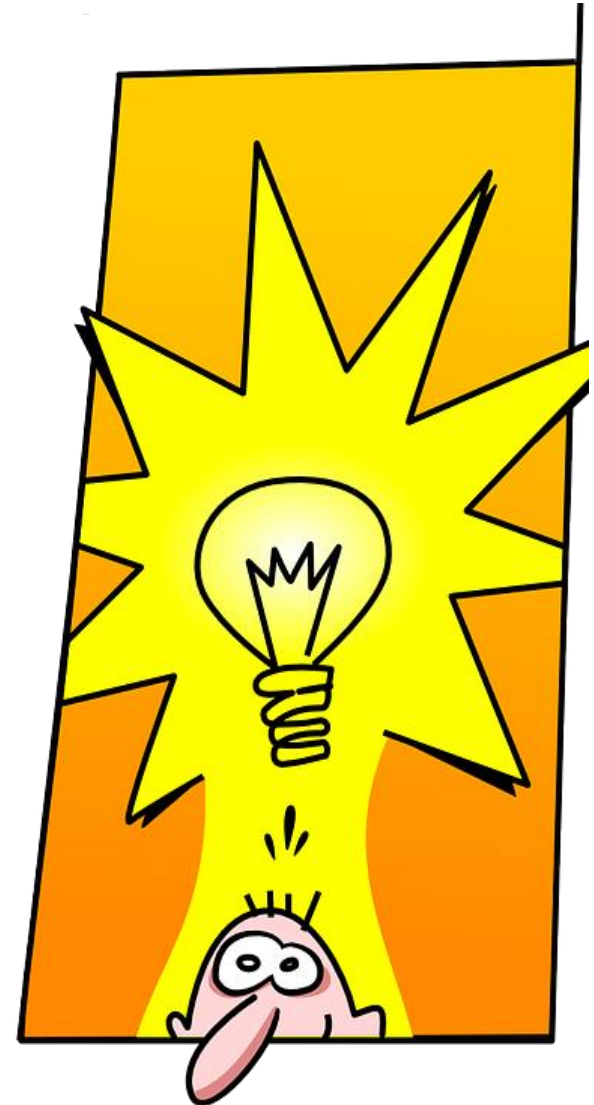


# Choosing a Window

One more thing to note:

If you apply now through September 13, you will receive a **free retest** if you are unsuccessful on your first attempt.

Retest must be used by June 1, 2022. Retest offer is for new candidates only.

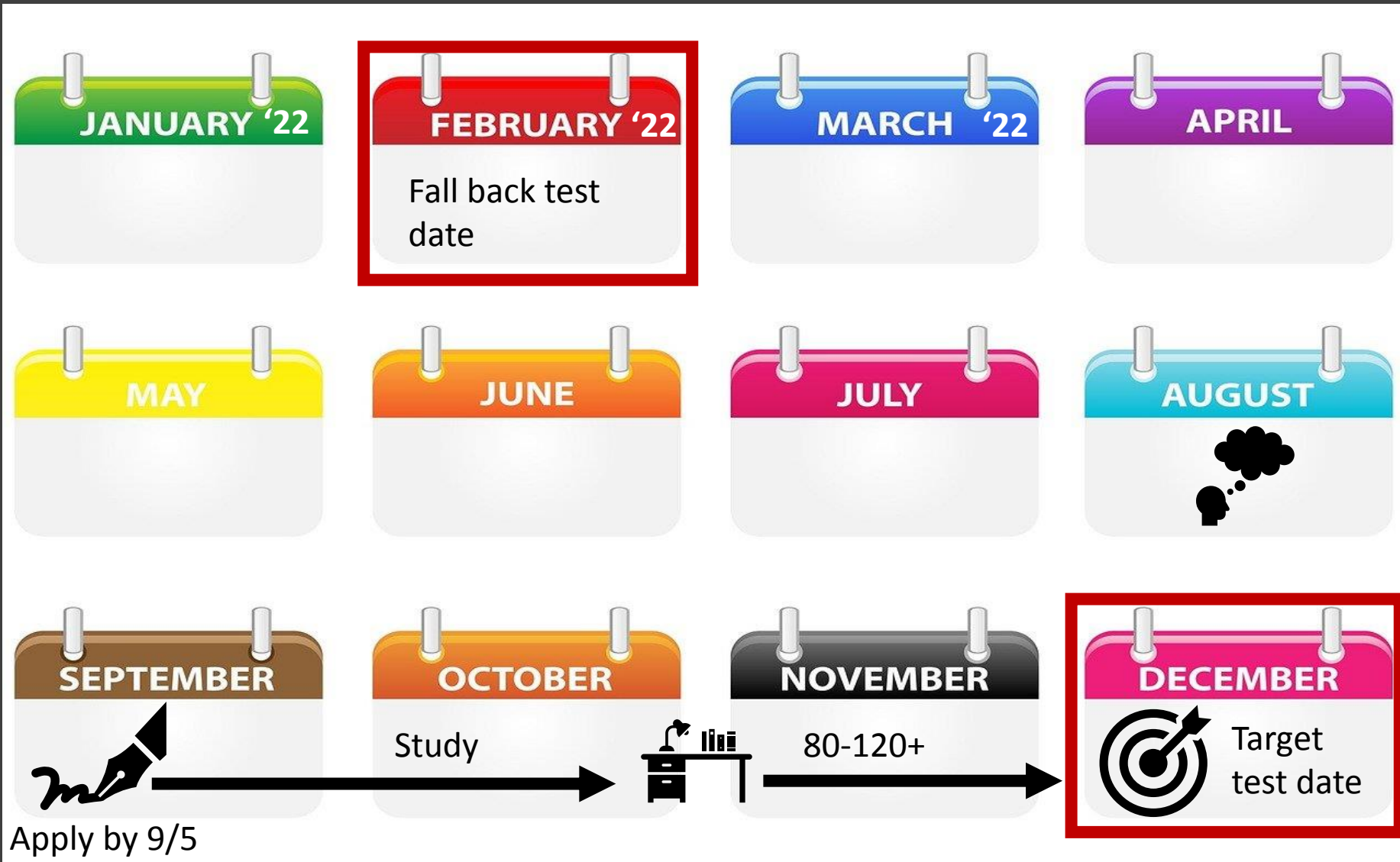




# CPTD Scenario Planning

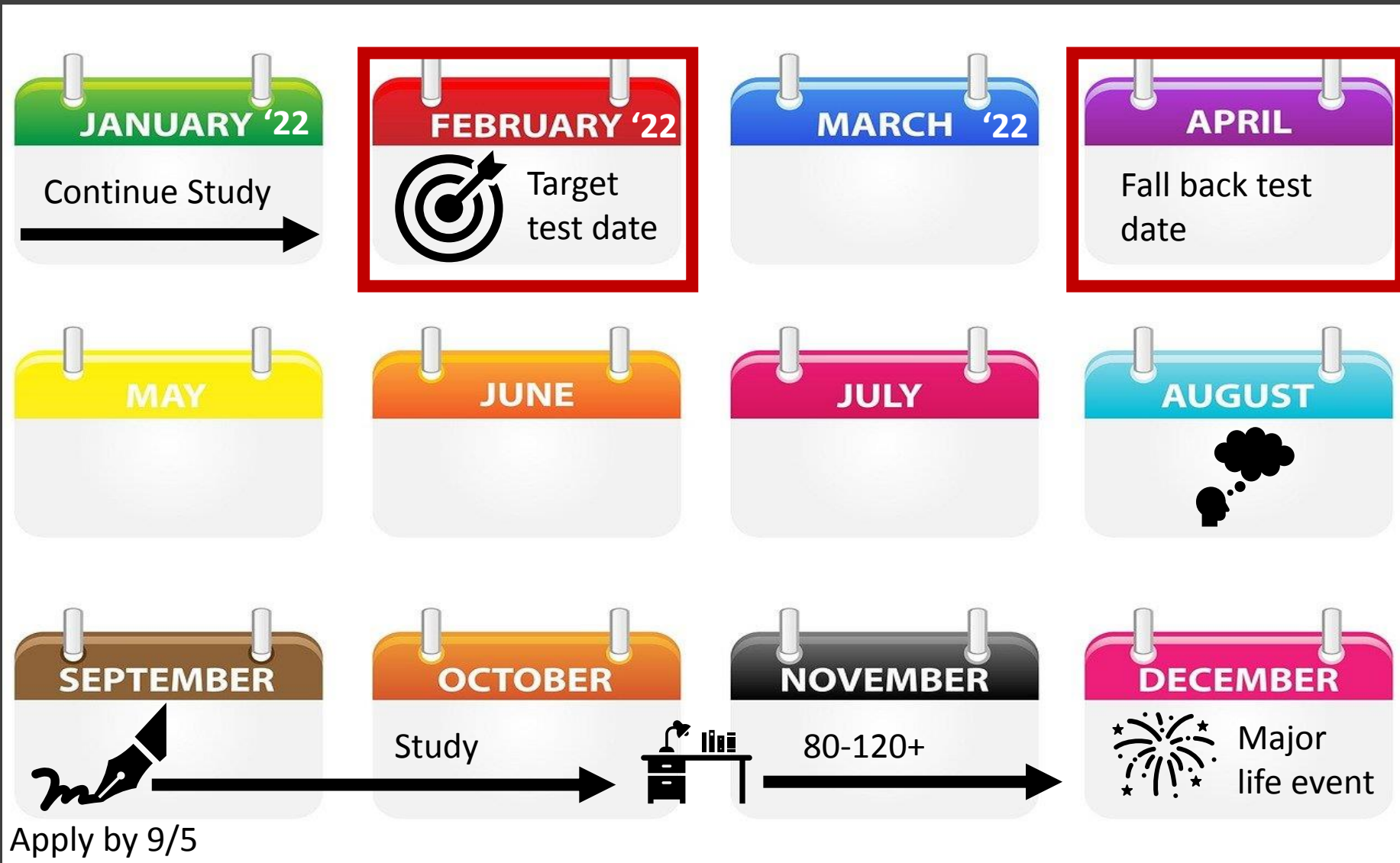


# CPTD Scenario Planning





# CPTD Scenario Planning 2



# What happens if my application gets AUDITED?

We verify that what you say you've done has been done.

We make sure you've followed the eligibility rules.

We will work with you to help you identify experiences you've had or professional development you've done will qualify.



Most audits are cleared within a few days.



Unsuccessful audits receive a refund minus \$250 review fee.

# Surefire ways to fail an AUDIT

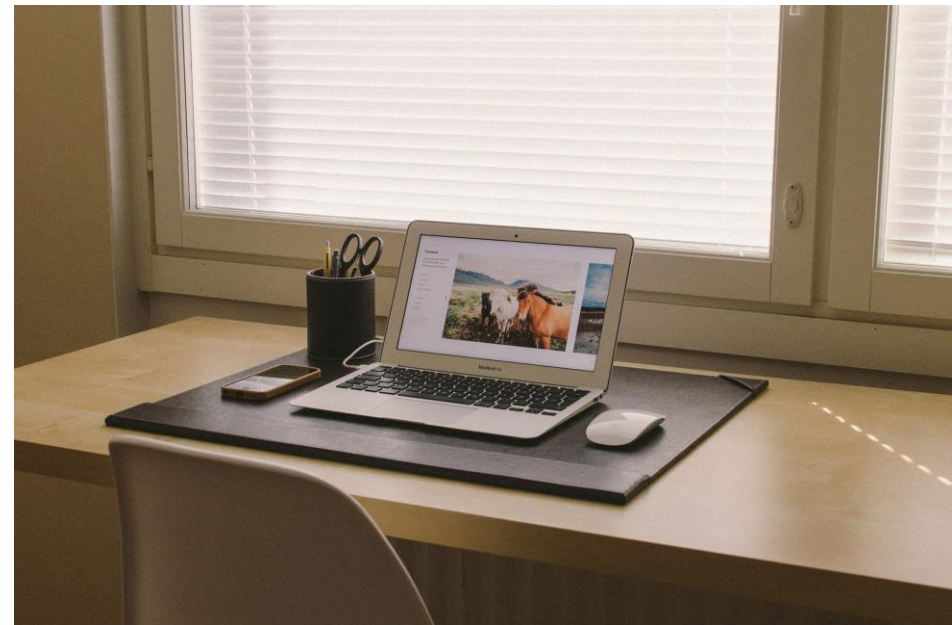
- Don't respond or follow-up to the secure message requesting supporting documentation.
- Enter professional development that is so clearly content from the Personal Domain of the Talent Development Capability Model but label it something else.
- Provide details for work experience performing duties solely in the Personal Domain of the Talent Development Capability Model or nothing at all related to talent development.
- List a 3-day conference and claim 60 hours of professional development.

# Remote or Test Center?

Most candidates\* have a choice of where they test.



Pearson Vue Test Center



Remotely via OnVue

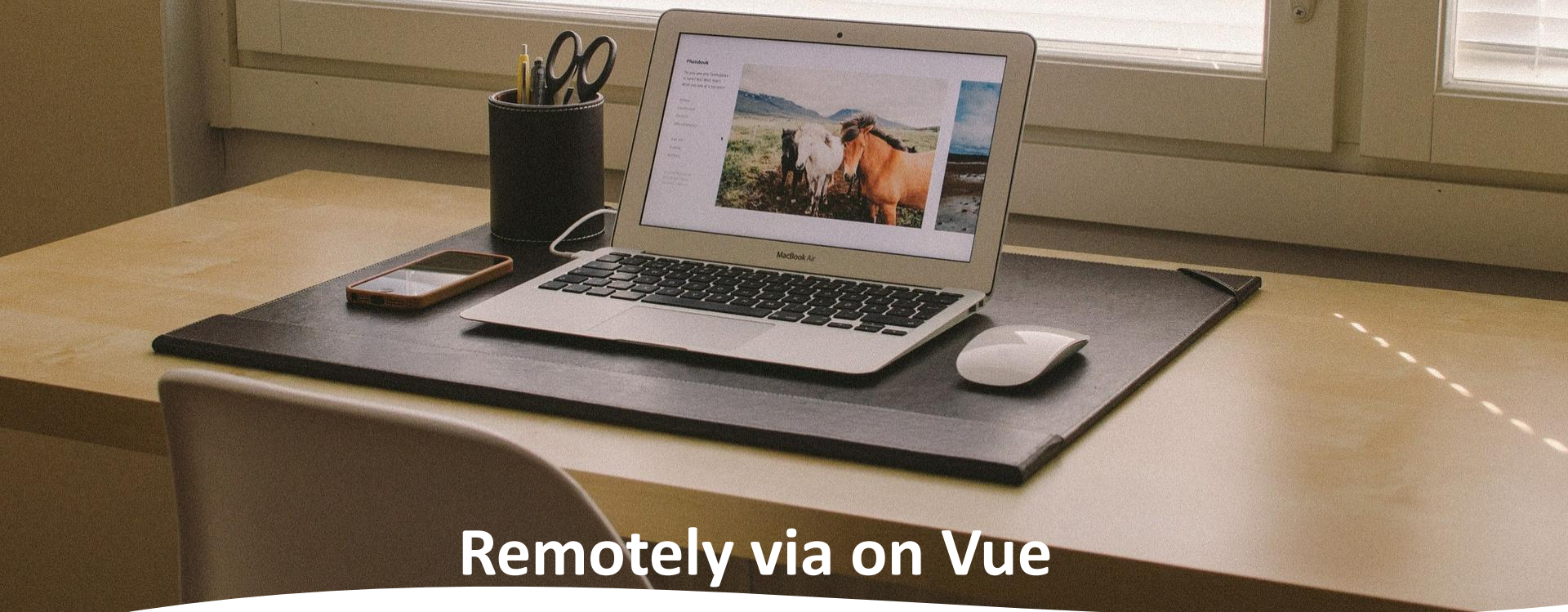
\*OnVue not available in China or Japan



## Pearson Vue Test Center

Pros	Cons
Leave the IT set-up to the pros; you walk in and everything is ready for you	More limited appointment availability
Safe and secure	More public with closer contact to others
Can take breaks to stand and stretch; clock still runs	Unfamiliar setting
Enables a test-taking mindset	





## Remotely via on Vue

Pros	Cons
Safest option considering pandemic	Must be able to control your environment
More flexible testing options (24 hours a day)	Must have steady internet connection
Can reschedule up to appointment time if there are computer issues without fee	Must be able to use a non-work-issued computer without firewalls.
Familiar environment	Limited or no ability to leave the camera (APTD has no break; CPTD allows for one 10-minute break)

# Remote or Test Center?

All things considered, where  
are you going to perform  
best?



# Preparation Options

START WITH THE STUDY PLANNING GUIDE!

It's free and linked on our website.

ATD Education offers on demand PREP COURSES and the TDBoK.

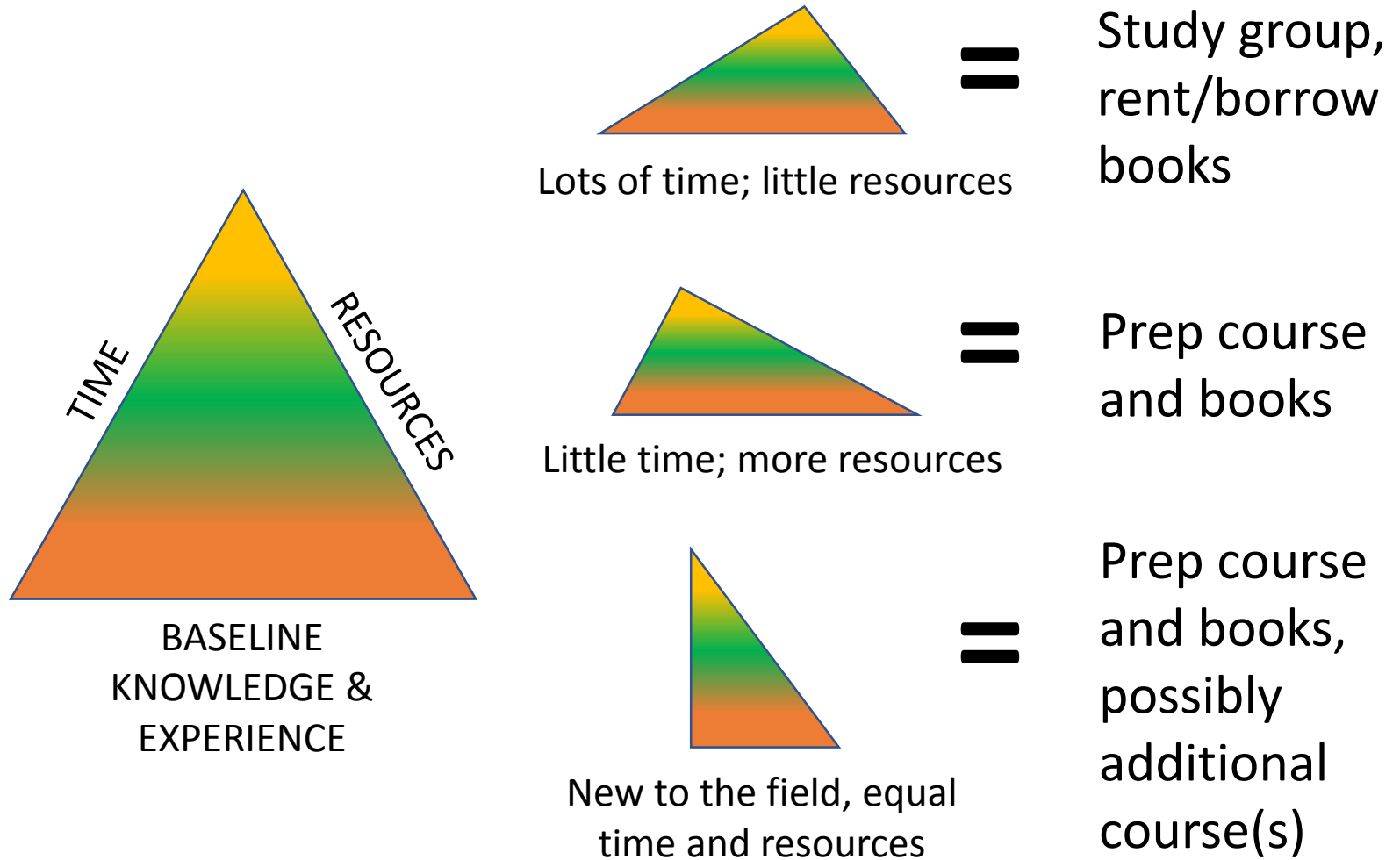
Join/Form a STUDY GROUP- it's the #1 success factor candidates credit to their success.

READING REFERENCE LIST linked on our website.





# Preparation Options



# Questions?

Email [Certification@td.org](mailto:Certification@td.org)

Call ATD's Customer Care and ask for a  
Certification Specialist 1-800-628-2783.

We want to help!

